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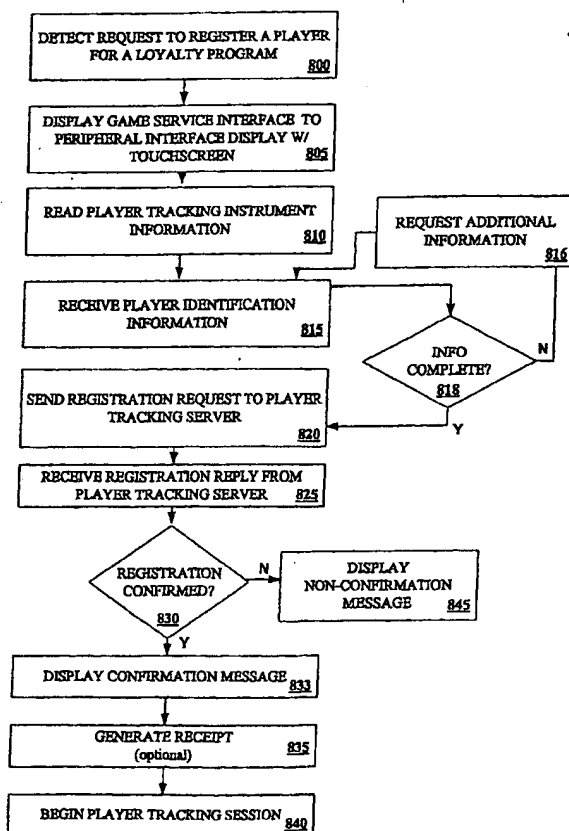
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(54) Title: POINT OF PLAY REGISTRATION ON A GAMING MACHINE



(57) Abstract: A disclosed gaming machine is used to provide a method of registering a player to a loyalty program such as a player tracking program at the gaming machine. At the gaming machine, the player or a casino service representative may enter identification information such as a name, an address and biometric information using an input mechanism located on the gaming machine or on a hand-held wireless device. The loyalty program information may be combined with information such as serial number or a bar-code read from a loyalty program instrument in a loyalty program registration request message sent to a loyalty program server such as a player tracking server. The loyalty program instrument may include a magnetic striped card, a smart card, a printed ticket, a room key, a cell-phone or a portable computing device. When the registration request is confirmed by the loyalty program server, the player may begin a loyalty program session on a gaming machine and earn loyalty points.

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